

You need to reach the  
ESOP world.

We can help.



For information about

***ESOP Report***

advertising opportunities and rates,  
email [media@esopassociation.org](mailto:media@esopassociation.org).

# ESOP Report

## 2012 Advertising

*Advertising Policies and Guidelines for the ESOP Report.* (Effective January 1, 2012)

The *ESOP Report* is the official newsletter/magazine of The ESOP Association. Since July 2001, advertising has been a regular feature.

### General information about the *ESOP Report*:

- **Page Count:** The *ESOP Report* is published in a 12 – 20 page format 10 to 12 times per year. In 2012, 12 issues of the *ESOP Report* are planned.
- **Readership/Demographics:** The *ESOP Report* is distributed to approximately 4,500 members of the ESOP community, which includes all corporate, professional, affiliate, and educational members of The ESOP Association. It is also distributed to non-members as part of membership materials, to members of the media in press kits, and to members of Congress. The Association's membership department uses copies of both the newsletter and magazine for marketing and promotional purposes.
- **Content:** The *ESOP Report* features regular columns such as the President's Page, the Ownership Advantage Column, the ever popular Legal Update, and the Washington Report. There is a regular feature on the work of the Employee Ownership Foundation, the affiliated foundation of The ESOP Association, as well as coverage of Association events, government relations activities, member news, Chapter news and events, and articles from Association Committees.
- **Magazine:** Please note, at this time, the 2012 magazine issue of the *ESOP Report* is not scheduled to be published.
- **Please Note:** No company or firm may submit more than **four (4)** advertisements during one year's time [January – December calendar year] to run in the *ESOP Report* newsletter. This is a change from prior years.
- **New ad size available:** In 2012, the *ESOP Report* will accept half page advertisements. Half page ad placements can only be reserved for the back page.

### When submitting an advertisement for publication, please keep in mind the following:

- Paid advertising space in the *ESOP Report* is available exclusively to members of The ESOP Association. The ESOP Association does not accept advertising from non-members.
- All advertisements should be submitted electronically to [media@esopassociation.org](mailto:media@esopassociation.org). Most types of PC-compatible files are acceptable (including PDFs, jpegs, bitmaps, tiffs, gifs, and vector files.) Pre-designed ads in MAC format may also be submitted. Hard copy advertisements will not be accepted. Advertisements created in word processing format will not be accepted.
- Ads must be submitted by the first week of the month PRIOR to publication. (For examples, if you are running an ad in the September issue of *ESOP Report* newsletter, all advertising materials should be submitted to the editor during the first week of August.)
- Advertisements received after the deadline will not be published. If you are having trouble meeting a specific deadline, please contact the editor immediately.
- Please make note of issue deadlines as you will not necessarily be reminded by the Association that artwork is due for a specific issue.

- Advertisements will run on a “first-come, first-serve” basis.
- Payments must be rendered in advance to reserve space – no exceptions.
- No refunds on advertising.
- Any advertisement that competes with or degrades an Association event, program or product will not be published.
- The Association reserves the right to reject any ad that does not meet the standards to which our members are accustomed. (This includes the use of company names that are not members of the Association in tombstones and negative connotations.)
- The Association reserves the right to reject any ad that is not in line with its vision and mission.
- The Association reserves the right to reject any advertisement from direct or indirect competitors.
- The *ESOP Report* does not accept classified advertising.
- The publisher or editor of the *ESOP Report* shall not be liable for failure to insert an advertisement for any reason.
- The publisher or editor of the *ESOP Report* shall not be liable for errors in an advertiser’s text.
- The ESOP Association is not liable for delays in delivery or non-delivery in the event of production difficulties.
- All advertising rates are member rates. There is no discount for running multiple ads or multiple placements.

**Helpful tips:**

- The newsletter and magazine are full color – colorful ads attract more attention than black and white.
- Logos, photographs and other images tend to transpose quite well – keep in mind: the editor/publisher cannot change the “resolution” of an image or an ad once it is submitted. If a low-res ad is submitted, it will print low-res (feel free to contact the editor with specific questions.).
- If possible, submit artwork that is 300 dpi for the best resolution.
- Less is more – do not “clutter” your ad.

**Newsletter Advertising:**

(No company or firm may submit more than four (4) advertisements during one year’s time [January – December calendar year] to run in the *ESOP Report* newsletter.)

Pricing structure for newsletter advertisements:

1. 1/8 page advertisements - \$300
2. 1/4 page advertisements - \$400
3. 1/2 page advertisements - \$900  
(Back page placement only.)

(Full page advertisements are not available in the newsletter.)

Advertisement specifications for newsletter:

1. 1/8 page advertisements – 3.75 (h) x 2.25 (w)
2. 1/4 page advertisements - 4.75 (h) x 3.75 (w)
3. 1/2 page advertisements - 4.75 (h) x 7.25 (w)



**For more information, or to submit an advertisement, contact:**  
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 The ESOP Association 1726 M Street, Suite 501 Washington, D.C. 20036  
 Email [amy@esopassociation.org](mailto:amy@esopassociation.org) Phone (202)293-2971 Fax (202)293-7568

## 2012 Advertising Calendar for the *ESOP Report*

2012	2012
January	<b>DEADLINE</b> December 2, 2011
February	<b>DEADLINE</b> January 6, 2012
March	<b>DEADLINE</b> February 3, 2012
April	<b>DEADLINE</b> March 2, 2012
May	<b>DEADLINE</b> April 6, 2012
June	<b>DEADLINE</b> May 4, 2012
July	<b>DEADLINE</b> June 1, 2012
August	<b>DEADLINE</b> July 6, 2012
September	<b>DEADLINE</b> August 3, 2012
October	<b>DEADLINE</b> September 7, 2012
November	<b>DEADLINE</b> October 5, 2012
December	<b>DEADLINE</b> November 2, 2012

Advertisements for a particular month are due the first Friday of the month **PRIOR** to publication. For example, if you are submitting an advertisement for the March issue, you need to submit the advertisement no later than February 3 for it to be included in the March issue of the *ESOP Report*.

**This calendar pertains to advertisement submissions only.**

**ALL ADVERTISEMENTS MUST BE PAID FOR IN ADVANCE –  
NO EXCEPTIONS.**